

HW Soft Drinks in Sweden

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

The shift from traditional or sugary alternatives, such as Coca-Cola and Pepsi, to low/no sugar variants, like Coca-Cola Zero Sugar, Coca-Cola Light, and Pepsi Max, is not a new trend, but it is the longest standing health trend in soft drinks. This trend is not just limited to carbonates either with low/no added sugar variants becoming more commonplace and popular in concentrates and energy drinks as well. As such, this remains the most important area of health and wellness soft drinks in Swede...

Euromonitor International's HW Soft Drinks in Sweden report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the HW Soft Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

HW Soft Drinks in Sweden
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List Of Contents And Tables

HW SOFT DRINKS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers and manufacturers focused on reducing the sugar content in soft drinks

No sugar products continue to drive demand for health and wellness soft drinks

Digestive health and energy boosting claims prove popular in 2022 as consumers look to lead healthier and more active lifestyles

PROSPECTS AND OPPORTUNITIES

New players looking to make headway with a growing range of products

No sugar has potential in health and wellness soft drinks to 2027

Discussions around a new sugar tax and sustainability likely to inform new product development

MARKET DATA

Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN SWEDEN

EXECUTIVE SUMMARY

Overview

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